

INTRODUCING THE GIANT'S VEGGIE SWAP-INS



GREEN GIANT DIGITAL STRATEGY AND SEO CASE STUDY

GREEN GIANT DIGITAL STRATEGY & SEO CAMPAIGN

OUR TASK

The brand had “Giant Aspirations” for the launch of their new website – GreenGiant.com. Our task was pretty open-ended: support all facets of the re-design and development, with an emphasis on SEO. At first we provided UX/UI feedback on designs and beta, led post launch content & engagement/retention recommendations, and made sure analytics tracking and re-launch KPI’s were in place. With hundreds of thousands of monthly site visitors and hyper-engaged followers across social media, the “Jolly Giant” launched new product extensions, fresh recipes and fueled B&M sales through digital couponing.

OUR STRATEGY

We kicked off with exhaustive Google Analytics and keyword research. We crafted the site migration strategy. We were Organic Search and Site Speed Cops. Additionally, we monitored and analyzed the overall site health which led to improved performance, KPI tracking and coupon downloads. For six months we monitored GreenGiant.com weekly providing the team with actionable site speed, usability and conversion improvement tips. In some instances we did the maintenance, in some instances we PM’d the work. The site launch corresponded with a >\$1M ad campaign.

THE RESULTS

OUT OF THE GATE

- Total traffic increased by 171%.
- Organic traffic increased by 330%.
- Site spend decreased by 35% within 3 weeks of launch.

ENGAGEMENT STATS

- Visitors spent 15% more time on the website Year-Over-Year.
- The bounce rate decreased 10% Y-O-Y.
- We increased traffic to recipe pages by 76% after optimizing descriptions and meta data.

CONVERSION STATS

- Coupon prints increased by 1,200%.
- Email sign ups grew by 500%.
- Retail sales exceeded targets

We can help your business grow too.
Let's chat.



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